



WKMG

ORDER

Print Date 10/10/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 261589 /

Original Date / Revision
10/10/12 10/10/12

Advertiser POL/Restore Our Future

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
RESTORE OUR FUTURE

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2102

Alt Order # 06367292

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 172200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$127,670.00	\$150,200.00	0.00	10/01/12	10/28/12	46	\$127,670.00	\$150,200.00
November 2012	9	\$18,700.00	\$22,000.00	0.00	10/29/12	10/29/12	9	\$18,700.00	\$22,000.00
Totals	55	\$146,370.00	\$172,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/23/12	10/26/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$500.00		0.00			
E 2	WKMG	10/23/12	10/26/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	8	\$1,250.00	P-3	0.00	NM	8	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		8				\$1,250.00		0.00			
E 3	WKMG	10/23/12	10/26/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$1,400.00		0.00			
E 4	WKMG	10/23/12	10/26/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser POL/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 2102

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/23/12	10/26/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$1,800.00		0.00			
E 5	WKMG	10/23/12	10/26/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$1,800.00		0.00			
E 6	WKMG	10/23/12	10/26/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$2,500.00	P-3	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$2,500.00		0.00			
E 7	WKMG	10/23/12	10/26/12	Morn News at 5a Morn News at 5a	CM	5-530a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$500.00		0.00			
E 8	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$18,000.00		0.00			
E 9	WKMG	10/23/12	10/23/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$15,000.00		0.00			
E 10	WKMG	10/24/12	10/24/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$14,000.00		0.00			
E 11	WKMG	10/25/12	10/25/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$14,000.00		0.00			
E 12	WKMG	10/25/12	10/25/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$11,000.00		0.00			
E 13	WKMG	10/26/12	10/26/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$5,000.00		0.00			
E 14	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2-					2	\$600.00		0.00			
E 15	WKMG	10/27/12	10/27/12	Sat Prime 9p CrimeType Sat	CM	9-10p	-----1-	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$6,000.00		0.00			
E 16	WKMG	10/27/12	10/27/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$2,500.00		0.00			



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser POL/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 2102

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/27/12	10/27/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$2,500.00		0.00			
E 17	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$2,500.00		0.00			
E 18	WKMG	10/28/12	10/28/12	1030-1130a Face Natior Face The Nation	CM	1030-1130a	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$2,500.00		0.00			
E 19	WKMG	10/28/12	10/28/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$12,000.00		0.00			
E 20	WKMG	10/28/12	10/28/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$2,500.00		0.00			
E 21	WKMG	10/29/12	10/29/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$500.00		0.00			
E 22	WKMG	10/29/12	10/29/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	2-----	:30	2	\$1,250.00	P-3	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----					2	\$1,250.00		0.00			
E 23	WKMG	10/29/12	10/29/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$1,400.00		0.00			
E 24	WKMG	10/29/12	10/29/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$1,800.00		0.00			
E 25	WKMG	10/29/12	10/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$1,800.00		0.00			
E 26	WKMG	10/29/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$2,500.00		0.00			
E 27	WKMG	10/29/12	10/29/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$500.00		0.00			
E 28	WKMG	10/29/12	10/29/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$11,000.00		0.00			



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Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **POL/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2102**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 28	WKMG	10/29/12	10/29/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-3	0.00 NM	1	\$11,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	1-----	1		\$11,000.00	0.00							
													Totals	55	\$172,200.00